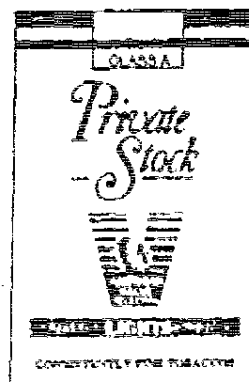
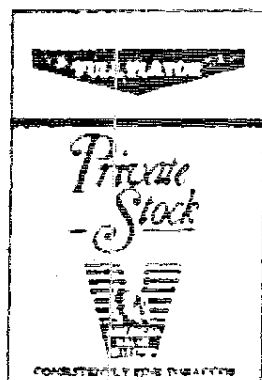


# Private Stock



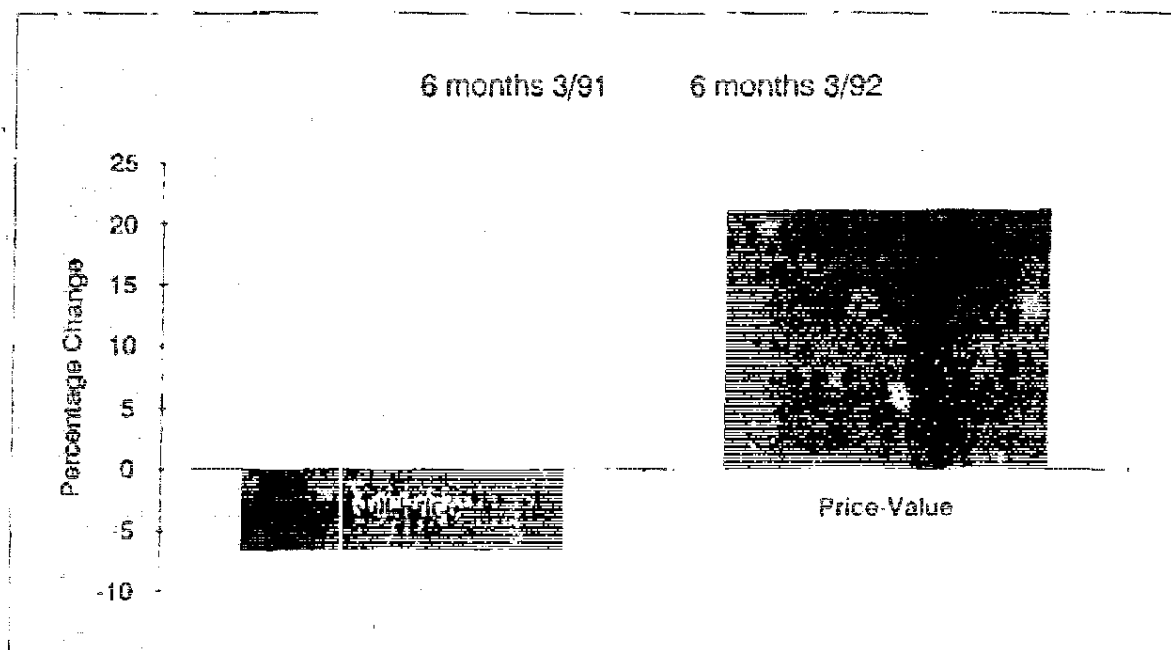
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2070512407

## *Price-Value on the Move . . .*

Price-Value category shows  
rapid growth ... an increase of  
21.2% from 1991 to 1992

Full-Price brands lose 6.7%  
of their unit volume

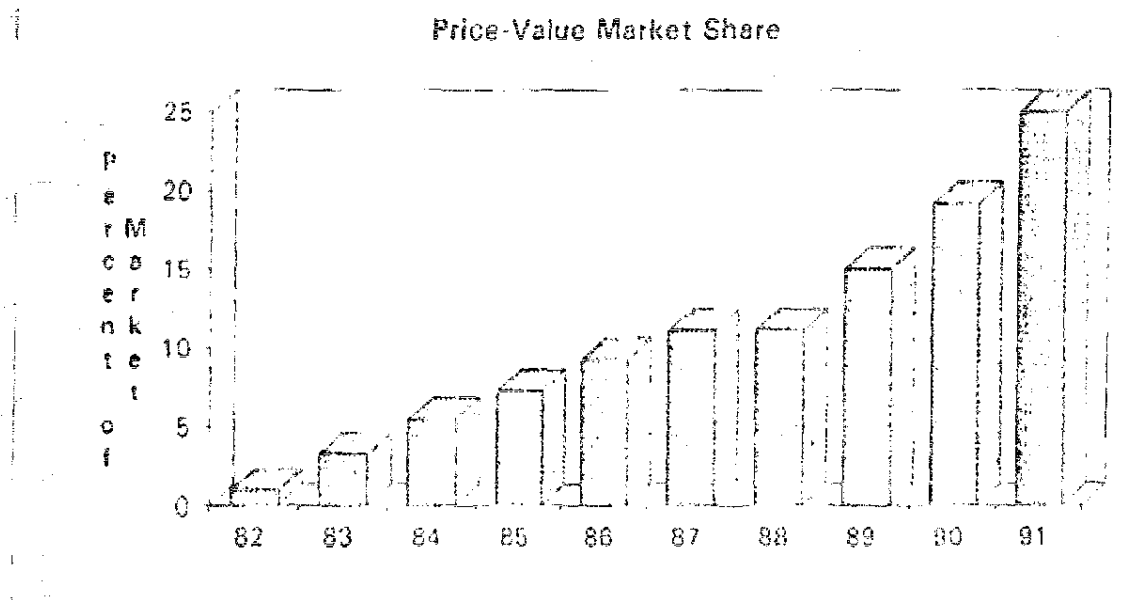


2070512408

# *The Changing Market . . .*

Price Value now exceeds  
25% of Total Market

Retail Sales of Price-Value brands  
top \$10 billion per year



2070512409

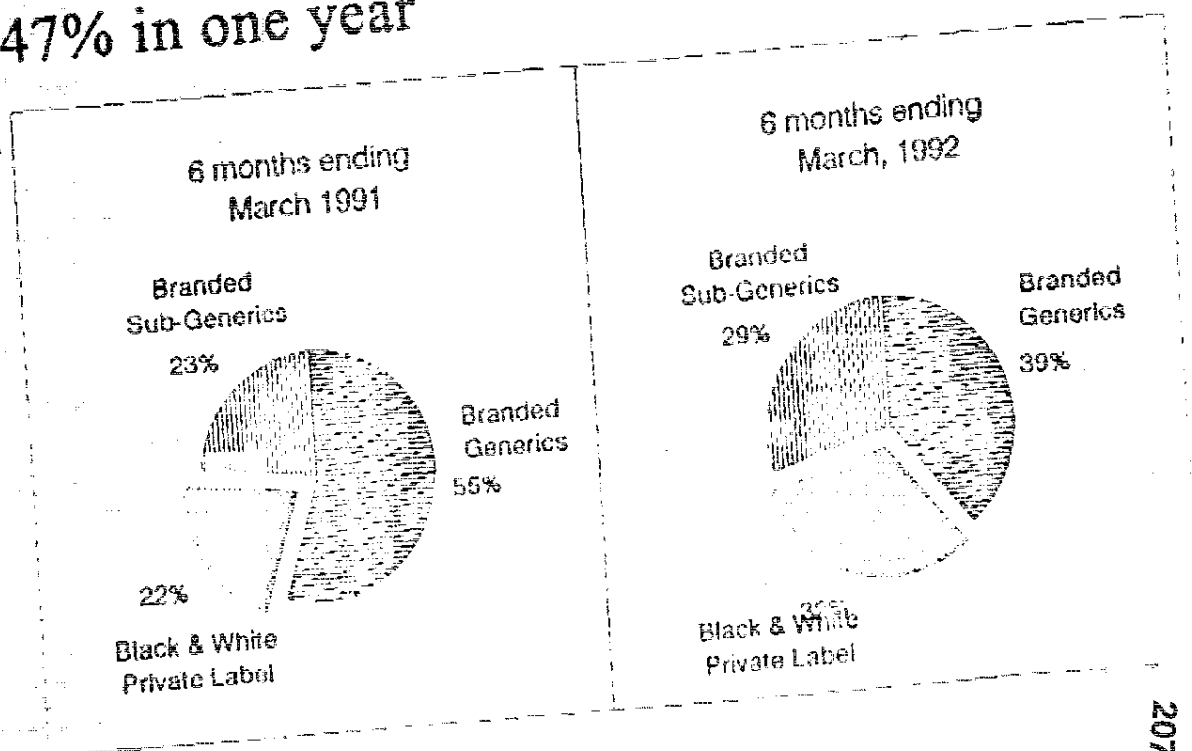
## *Why it's Happening . . .*

Value conscious smokers are  
demanding a better deal  
Increased taxes and higher prices  
provided the incentive for smokers  
to try Generic and Sub-Generic  
brands. Now they are looking  
to Private Label brands for the  
best deal

# *Where It's Happening . . .*

Private Label brands at 31.8%  
share of Price-Value category

Private Label growth exceeded  
47% in one year



2070512411

# *What Consumers Want . . .*

Consistently Good Quality

Appropriate Imagery

Attractive Packaging

Acceptable Brand Name

And ... Relatively Low Price

2070512412

# *The Market Opportunity . . .*

Provide a Private Label brand to match  
consumer needs:

## **Brand Name**

Connotes **QUALITY**

Communicates Real **VALUE**

Perceived as **SOLID**

Easy to **REMEMBER** and use

Have wide **APPEAL**

## **Packaging**

Distinctive **GRAPHICS**

Use of **WHITE** as a signal of  
good value

Brand **IDENTIFICATION** on  
the cigarette itself

## **Product**

Consistently high quality tobacco blend

2070512413

# *The Answer . . .*

Defines the brand as  
unique and of high quality

Brand is proudly  
identified on the  
cigarette

Comfortable reference  
to our national identity  
and the organization  
behind the brand

Further assurance of  
quality and good taste



Communicates care  
and assured quality

Promises good value  
for money

2070512414



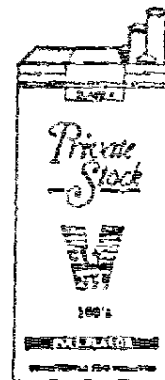
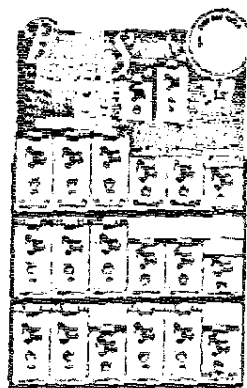
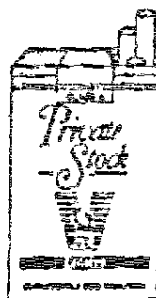
# Private Stock

## 12 carton deal with Rack Placement Allowance

Purchase this 12 carton deal, and in addition to your ongoing promotional allowance of 50¢ per carton *off invoice*, you will receive a one-time Counter Rack Placement Allowance of \$3.00.

This deal includes:

- 2 - Full Flavor 100's
- 2 - Full Flavor Box Kings
- 1 - Full Flavor King
- 1 - Light 100's
- 1 - Light Kings
- 1 - Ultra Light 100's
- 1 - Light Box Kings
- 1 - Light Menthol King
- 1 - Light Menthol 100's
- 1 - Non-Filter



1 - 108 pack Counter Display Rack with appropriate signage and other point-of-sales materials.

Customer Name \_\_\_\_\_ Account No. \_\_\_\_\_

2070512415

*Private  
Stock*

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Deal A-2

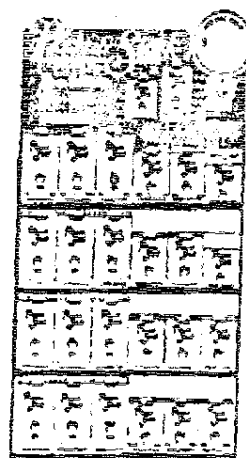
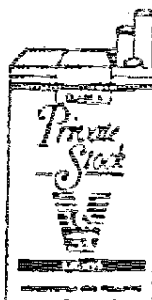
# Private Stock

## 15 carton deal with Rack Placement Allowance

Purchase this 15 carton deal, and in addition to your ongoing promotional allowance of 50¢ per carton *off invoice*, you will receive a one-time Counter Rack Placement Allowance of \$3.75.

This deal includes:

- 2 - Full Flavor 100's
- 2 - Full Flavor Box Kings
- 2 - Full Flavor King
- 2 - Light 100's
- 1 - Light Kings
- 1 - Ultra Light 100's
- 1 - Light Box Kings
- 1 - Light Menthol King
- 2 - Light Menthol 100's
- 1 - Non-Filter



1 - 144 pack Counter Display Rack with appropriate signage and other point-of-sales materials.

Customer Name \_\_\_\_\_ Account No. \_\_\_\_\_

2070512416

*Private  
Stock*

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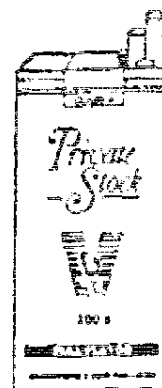
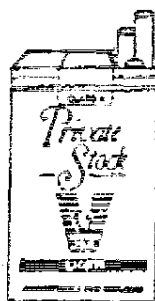
# Private Stock

## 40 carton deal with Rack Placement Allowance

Purchase this 40 carton deal, and in addition to your ongoing promotional allowance of 50¢ per carton *off invoice*, you will receive a one-time Floor Rack Placement Allowance of \$10.00.

This deal includes:

- 3 - Full Flavor 100's
- 7 - Full Flavor Box Kings
- 4 - Full Flavor King
- 3 - Light 100's
- 5 - Light Kings
- 3 - Ultra Light 100's
- 3 - Light Box Kings
- 4 - Light Menthol King
- 3 - Light Menthol 100's
- 5 - Non-Filter



1 - 40 carton Floor Display Rack with appropriate signage and other point-of-sales materials.

Customer Name \_\_\_\_\_ Account No. \_\_\_\_\_

2070512417

*Private  
Stock*

Distributed Exclusively by:  
J. Polep Distribution Services  
705 Meadow Street  
Chicopee, Massachusetts 01013  
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Deal C

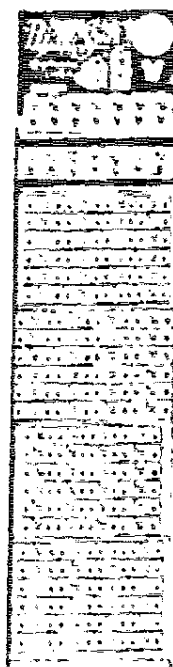
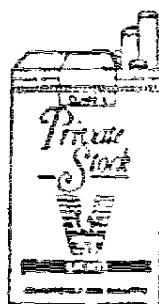
# Private Stock

## 96 carton deal with Rack Placement Allowance

Purchase this 96 carton deal, and in addition to your ongoing promotional allowance of 50¢ per carton *off invoice*, you will receive a one-time Rack Placement Allowance of \$24.00.

This deal includes:

- 12 - Full Flavor 100's
- 12 - Full Flavor Box Kings
- 12 - Full Flavor King
- 12 - Light 100's
- 12 - Light Kings
- 6 - Ultra Light 100's
- 6 - Light Box Kings
- 6 - Light Menthol King
- 12 - Light Menthol 100's
- 6 - Non-Filter



1 - 96 carton Floor Display Rack with appropriate signage and other point-of-sales materials.

Customer Name \_\_\_\_\_ Account No. \_\_\_\_\_

2070512418

*Private  
Stock*

Distributed Exclusively by:  
J. Polep Distribution Services  
705 Meadow Street  
Chicopee, Massachusetts 01013  
1-413-592-4141 or 1-800-44-POLEP

